



**City of Scottsdale
Tourism Development Commission
Regular Meeting
8:00 a.m., Tuesday, June 16, 2015
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251**

Marked Agenda

1. Call to Order/Roll Call -8:00AM

David Scholefield, Chairperson
Ren Hirose, Vice-Chairperson
Camille Hill
Ace Bailey

Linda Dillenbeck
Robert McCreary
Carl Grupp

2. Approval of Minutes

Commission discussion and recommendation to approve the May 19, 2015 regular meeting minutes.

COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE MAY 19, 2015 MEETING AS AMENDED. COMMISSIONER DILLENBECK SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

Commission discussion and recommendation to approve the May 27, 2015 special meeting minutes.

COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE MAY 27, 2015 MEETING AS AMENDED. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).

3. Manager Reports

Staff Contact: Steve Geiogamah, Acting Tourism and Events Director

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

4. Arizona Super Bowl Host Committee Recap

Commission presentation and discussion regarding the Arizona Super Bowl Host Committee 2015 Super Bowl post event report.

Presenter: Jay Parry, President & CEO, Arizona Super Bowl Host Committee

Staff Contact: Steve Geiogamah



5. **Economic Development Strategic Plan Overview**

Commission presentation, discussion and possible action regarding the planning process, a review of the top action agenda items, and priority activities planned for year one.

Presenter: Danielle Casey, Economic Development Director

6. **WestWorld Sales and Operation Update**

Commission discussion and possible action regarding the WestWorld operation and marketing and sales strategy.

Presenter: Brian Dygert, WestWorld, General Manager, Fred Unger

7. **Scottsdale Sonoran Preserve-Tonto National Forest Jeep Tours**

Staff presentation and Commission discussion regarding access for jeep tour operators in the Tonto National Forest.

Staff Contact: Kroy Ekblaw, Executive Assistant, Strategic Projects

8. **Draft General Plan 2035**

Presentation and Commission discussion regarding the 2035 General Plan.

Presenters: Sara Javoronok, Project Coordination Liaison, Taylor Reynolds, Planner

9. **Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

10. **Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

Adjournment -9:40AM

Next scheduled meeting is July 21, 2015

